

FOR IMMEDIATE RELEASE

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You Asked and We Listened: City of Salisbury Responds to Citizen Input on Locked-In Contracts & Early Termination Fees

Citizens Can Receive Up to \$150 Credit toward Early Termination Fees

Salisbury, NC_June 20, 2011 – Fibrant announces a limited time offer that will assist citizens who would like to switch from their current service provider to the Salisbury-based Fiber-to-the-Home utility. The initiative began June 16 and offers citizens, who switch to fibrant before August 1, 2011, up to \$150 in credit for early termination fees leveraged by their previous service provider. Fibrant's "Credit to Switch" program offers a response to citizens who have shared their desire to become fibrant customers, but were locked into pre-existing contracts. The campaign tagline "You Asked and We Listened" emphasizes fibrant's strong acknowledgement of citizen feedback in support of the delivery of consistently excellent, homegrown customer service.

Karen Wilkinson, Salisbury's Director of Public Information and Communications, shared, "Over the last several months, we have heard from many citizens who would like to switch to fibrant; however, early termination fees are preventing them from switching. The 'Credit to Switch' program is a direct result of this citizen feedback."

The summertime promotion is for new fibrant customers only and includes both residential and business accounts. To participate in the program, a customer must sign up for fibrant services prior to the close of business on Monday, August 1. Once a final billing statement has been received from the customer's previous service provider, the customer should bring the statement (denoting the early termination fee) to the Salisbury Customer Service Center, 1415 Martin Luther King Jr. Avenue South. A fibrant representative will verify the documentation and credit the customer's fibrant account for the early termination fee, for up to \$150. The amount credited to the customer's account is not to exceed the original termination fee incurred by switching to fibrant. Past due charges and other incurred costs are not applicable toward the credit amount. The "Credit to Switch" program is not valid for existing fibrant accounts.

Fibrant currently provides TV, Internet, and telephone services exclusively for Salisbury residents and businesses within the city limits. Triple-play packages, including all three fibrant services, begin at \$97 per month. New subscribers may call 704-216-7567 or email info@fibrant.com to request fibrant services. A free DVR is currently available to customers with a subscription to fibrant's essential and deluxe packages. To learn more about fibrant services, visit www.fibrant.com.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings,

programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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